



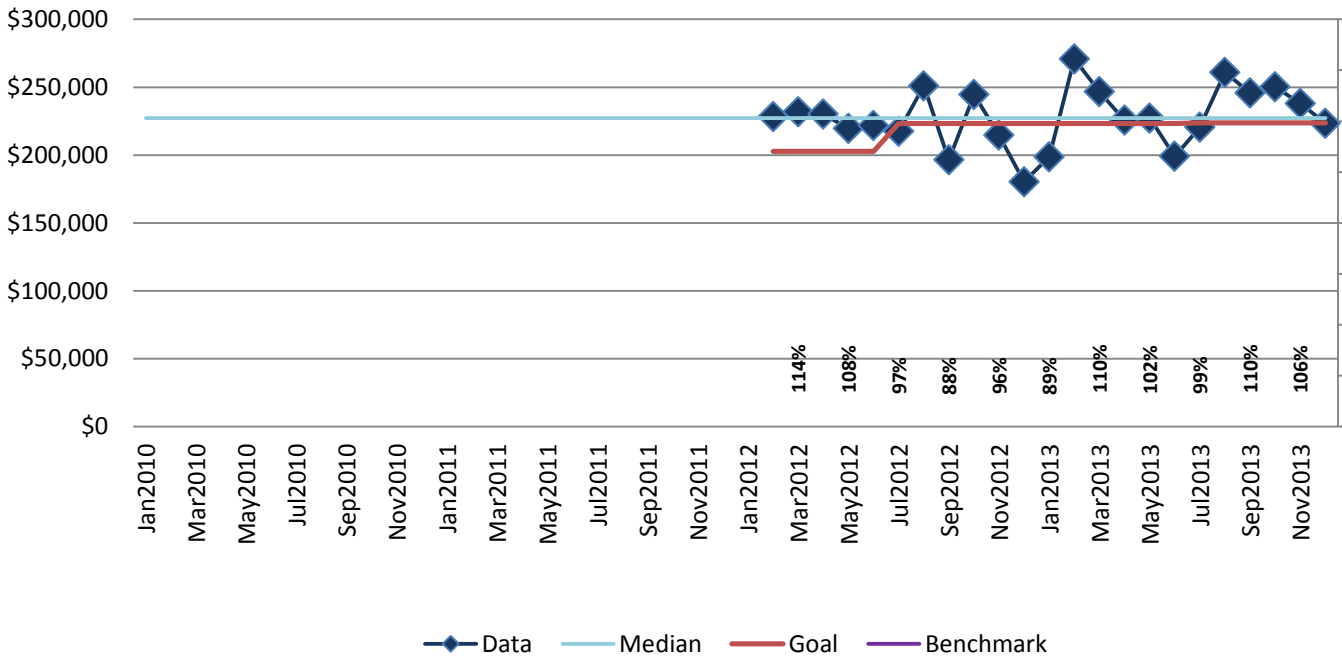
On-Street Parking Meter Revenue

Parking Authority of River City (PARC)

2/13/2014

Measurement method		Why measure?		What is our goal?	
Monthly revenue data and audit reports for coin, credit card, smartcard and pay-by-phone option		To turn monthly data into operational improvement tools		Goal based on FY budget	
How are we doing?					
Dec2012-Dec2013 12 Month Goal	Dec2012-Dec2013 12 Month Actual		Dec2013 Goal	Dec2013 Actual	
\$2,681,864	\$2,806,959		\$223,750	\$223,476	
Dollars	Dollars		Dollars	Dollars	
			Performance Stoplight Key		
			Red Light = Off Goal		
			Yellow Light = Approaching Goal		
			Green Light = Meets Goal		
			No Lights = No Goal/No Data		

On-Street Parking Meter Revenue



LOUISVILLE METRO
**OFFICE OF
PERFORMANCE
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